

ORDER



Orders
Order / Rev: 62682
Alt Order #:
Product Desc: ESTIMATE 12258
Estimate: ESTIMATE 12258
Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	17	\$3,525.00	\$2,996.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$3,525.00	\$2,996.25	0.00
Totals	17	\$3,525.00	\$2,996.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/08/12	10/12/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--					5	\$140.00		0.00			
N 2	KTVX	10/08/12	10/08/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	1-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----					1	\$150.00		0.00			
N 3	KTVX	10/10/12	10/10/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--1----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----					1	\$250.00		0.00			
N 4	KTVX	10/08/12	10/11/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	1--1---	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1--1---					2	\$165.00		0.00			
N 5	KTVX	10/12/12	10/12/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	----1--	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--					1	\$165.00		0.00			
N 6	KTVX	10/09/12	10/12/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	-1--1--	:30	2	\$165.00	P-3	0.00	NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1--1--					2	\$165.00		0.00			

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Advertiser: Matheson for Congress 2012
 Product Desc: ESTIMATE 12258
 Estimate: ESTIMATE 12258

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTVX	10/08/12	10/10/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	1-1----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	1-1----		2		\$200.00		0.00					
N 8	KTVX	10/09/12	10/12/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	-1-11--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	-1-11--		3		\$400.00		0.00					
													Totals	17	\$3,525.00